

**P.S.**

LORILLARD TOBACCO COMPANY  
ONE PARK AVENUE  
NEW YORK NY 10016-5895

**WESTERN  
UNION MAILGRAM**



~~03823060837 05/07/95~~  
EM14333

1. The first group of people who are affected by this disease are the young people who are born with it. They are usually born with a defect in the heart muscle, which causes the heart to pump blood less effectively than it should. This can lead to a variety of symptoms, including shortness of breath, fatigue, and chest pain. In some cases, the defect can be so severe that it leads to heart failure or even death in early childhood.

## — 223 — ВЪВЕДЕНИЕ

**MAY 17, 1995**

**TO OUR CUSTOMERS:**

EFFECTIVE IMMEDIATELY, THE LIST PRICE OF OUR CIGARETTES IS INCREASED AS FOLLOWS:

ALL BRANDS PREVIOUSLY BILLED AT \$55.95 WILL BE BILLED AT \$67.45 PER THOUSAND.

ALL BRANDS PREVIOUSLY BILLED AT \$42.45 WILL BE BILLED AT  
\$43.95 PER THOUSAND.

AS SOON AS IS PRACTICABLE, WE WILL ISSUE YOU A CREDIT MEMORANDUM FOR THE DIFFERENCE BETWEEN THE OLD AND NEW PRICE. LESS 3.25 PERCENT, OFFERING TWO WEEKS' AVERAGE PURCHASES FOR THE TWO MONTH PERIOD OF MARCH THROUGH APRIL, 1996.

WE APPRECIATE YOUR COOPERATION AND THANK YOU FOR YOUR CONTINUING INTEREST IN THE MARKETING OF OUR PRODUCTS.

**LORILLARD**

NGHCONP 17:01 EST

To reach by Mailgram Message, see sources table for Western Union's toll-free numbers.

MAY 12 '95 14:18

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